Macintosh Beats the Competition

Now, more than ever before, selling a Macintosh® computer can be as easy as working with one. Simply let the facts speak for themselves. Recent independent research evaluating Macintosh computers and other personal computers clearly indicates that Macintosh beats the competition in key performance areas, including greater price-performance, networking, cost-effectiveness and shorter training time.[1]

You are an important member of the Apple® team, and we feel that having this information will give you an added sales edge. On the SBSS Express Seminars CD, we've included a folder entitled Competitive Advantage, which contains the findings of recent independent research studies comparing Macintosh computers to the competition. Information for ordering copies of some of the reports can be found on AppleLink® and on the Apple Reference and Presentations Library CD.

The CD also houses an Apple Advantage presentation which can be used to highlight the broad range of benefits the Macintosh offers. This includes a "reseller advantage" slide so you can build your own presentation and emphasize your unique advantages. Refer to the notes section of the Apple Advantage presentation for your script. A printed copy of the notes follows this page.

After the presentation notes, you'll find two product sheets which can be reproduced for your customers to provide them with information about the Macintosh product family and the Apple printer family. Both of these can be found on the Express Seminars CD for customization and printing as you need.

For a quick overview, we have outlined here a few of the quotes summarizing the results of the research.

Consistency/Productivity

In a recent independent study Macintosh users rated their productivity 37% higher than MS-DOS users rated their productivity, and 32% higher than users of Windows 2.0.

(Source: ***Diagnostic Research, Inc.*** March, 1990)

A base of consistent applications is the most important factor for increasing the usage by and productivity of a personal computer user.

(Source: ***Gartner Group,*** June, 1989)

User Satisfaction

Audits by an independent research firm show that among the top 30 personal computers, Macintosh models rated numbers 1, 2 and 3 in overall customer satisfaction.

(Source: ***International Data Corporation,*** March, 1990)

Performance

At any price point, a Macintosh system is available that offers greater performance than competing IBM and Compaq systems running Windows 3.0.[2]

(Source: ***Ingram Laboratories****, A Performance Report: Apple Macintosh Computers vs. IBM and Compaq. A benchmark report on price-performance value, February, 1991)

Users give Macintosh superior ratings for key performance categories, including the availability of applications, the ability to present their ideas effectively, the quality of graphics, performance as a business tool and usefulness in many aspects of their jobs.

(Source: ***Diagnostic Research, Inc.,*** Macintosh or Windows 3.0? A synopsis of what MIS managers and business computer users have to say, March, 1991)

Compatibility/Connectivity

MIS managers rated it easier to set up a local area network with Macintosh than with personal computers running Windows 3.0.

(Source: ***Diagnostic Research, Inc.,*** Macintosh or Windows 3.0? A synopsis of what MIS managers and business computer users have to say, March, 1991)

Macintosh users rated it easier to access and use a Macintosh network than users of personal computers running Windows 3.0.

(Source: ***Diagnostic Research, Inc.,*** Macintosh or Windows 3.0? A synopsis of what MIS managers and business computer users have to say, March, 1991)

Training/Installation

Training costs per user, the number of hours of support per user per month, and installation costs are lower for Macintosh than for personal computers running Windows 3.0.

(Source: ***Diagnostic Research, Inc.,*** Macintosh or Windows 3.0? A synopsis of what MIS managers and business computer users have to say, March, 1991)

Macintosh owners require less time to learn how to use their computer than users of MS-DOS computers.

(Source: ***Diagnostic Research, Inc.,*** Macintosh or Windows 3.0? A synopsis of what MIS managers and business computer users have to say, March, 1991)

Price/Value Comparison

At any performance level, a Macintosh system is available at a lower suggested retail price than competing IBM or Compaq systems.[2]

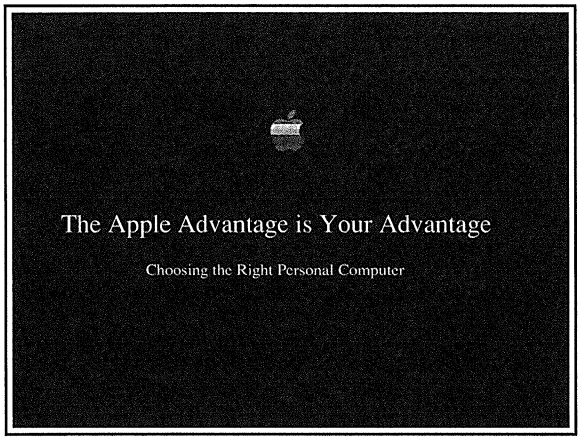
(Source: ***Ingram Laboratories****, A Performance Report: Apple Macintosh Computers vs. IBM and Compaq. A benchmark report on price-performance value, February, 1991)

Macintosh systems can ultimately be less expensive than other personal computer systems because training costs, networking costs and overall support costs are much lower.

(Source: ***Gartner Group,*** June, 1989)

[1]To assign a price-performance value to the systems tested, a ratio was calculated using the manufacturer's suggested retail price (SRP) and Ingram's results. The ratio is calculated by dividing a given system's performance index by the system's SRP. The greater the price-performance value, the greater the system's value to the customer (that is, a system with a .5 ratio offers greater value than a .3 system).

[2]Based on manufacturers suggested retail prices as of February, 1991. Current SRPs may have changed.



The Apple Advantage is Your Advantage

The Apple Advantage is Your Advantage.

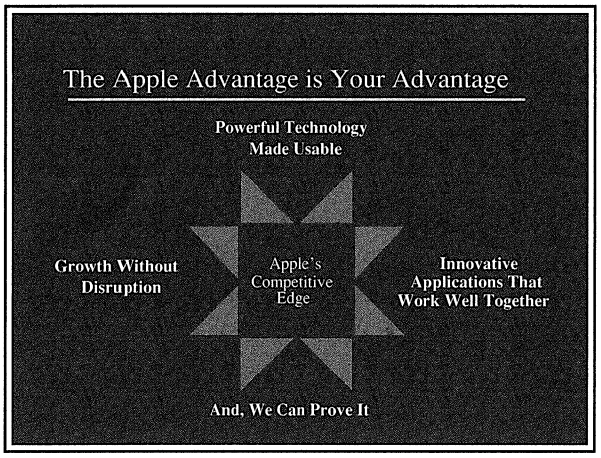
Good morning/afternoon. This presentation will demonstrate how the Apple Advantage is Your Advantage.

At no time in the history of personal computing have you, the customer, faced a more challenging task when deciding which computer system will best meet your needs. The rapid proliferation of many new computing standards and technologies has left customers with a dizzying array of opportunities and potential pitfalls.

The question is not only which system is best for your needs, but with all the choices, how do you begin to evaluate the differences? What measuring stick or criteria can you use that will give you the most effective solution? Comparing computers based on MIPs, megahertz and megabytes alone presents a very distorted and incomplete picture.

Our goal today is to provide you with the most effective criteria by which you can make your comparisons and base your decisions.

In addition to the increasing numbers of personal computer platforms, there are a large number of computer dealers competing to sell you your equipment. Today, I will share with you the _____(dealer name) Advantage, highlighting our superior service and support. You'll see why the Apple Advantage plus _____(dealer name) Advantage means a winning combination for you.


The Apple Advantage is Your Advantage
Powerful Technology Made Usable
Growth Without Disruption
Apple's Competitive Edge
Innovative Applications That Work Well Together
And, We Can Prove It

The Apple Advantage is Your Advantage

The Apple Advantage is Your Advantage

Apple has unique advantages over other personal computer vendors because of the way it designs its computer systems. It's these unique advantages - "The Apple Advantage"- that result in user benefits that can only come from an Apple® Macintosh® Computer- "Your Advantage".

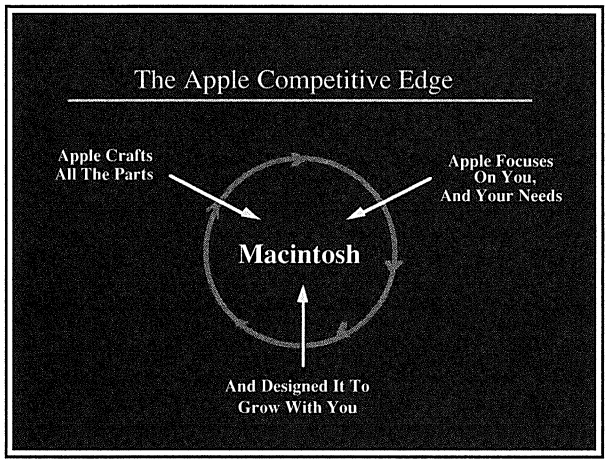
Such as:

(Mouse Click) Powerful Technology Made Usable - so you can spend your time working on your computer, not on getting your computer to work.

(Mouse Click) Innovative Applications that Work Well Together - so you can choose from a wide variety of solutions that are consistent, easy-to-use, and can share data with each other.

(Mouse Click) And Growth without Disruption - so the products that you buy today will not only work in the future, they will likely work better!

(Mouse Click) Don't just take our word for it. We Can Prove It. Hear what the experts have to say. We'll take a look at some research that top industry analysts and consultants have conducted that highlight their beliefs about the clear advantages of Macintosh.


The Apple Competitive Edge
Apple Crafts All The Parts
Apple Focuses On You, And Your Needs
Macintosh
And Designed It To Grow With You

The Apple Advantage is Your Advantage

The Apple Competitive Edge

What makes the design of the Macintosh so special? It's a lot more than the graphical user interface you see when you turn on the machine.

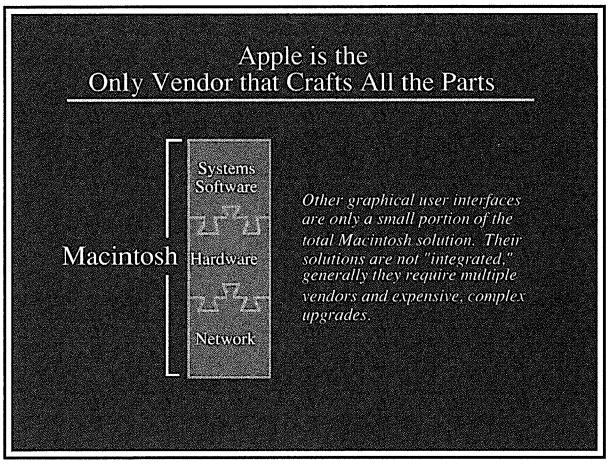
(Mouse Click) First, Apple Crafts All of the Parts - so to you, the computer is a single, elegant tool...not separate parts that need to be manipulated and molded together just to work.

(Mouse Click) Second, they focus on You and Your Needs - so the computer works like you, instead of you working like a computer.

(Mouse Click) And third, Apple has Designed the System to Grow, so your investments today are protected and enhanced in the future.

That's it. But a computer must have all of this, or you do not get the benefits that Macintosh brings to you. Without all of this, you do not have a Macintosh.

Let's take a look at each of these points.


Apple is the
Only Vendor that Crafts All the Parts
Macintosh
Systems Software
Hardware
Network
Other graphical user interfaces are only a small portion of the total Macintosh solution. Their solutions are not "integrated," generally they require multiple vendors and expensive, complex upgrades.

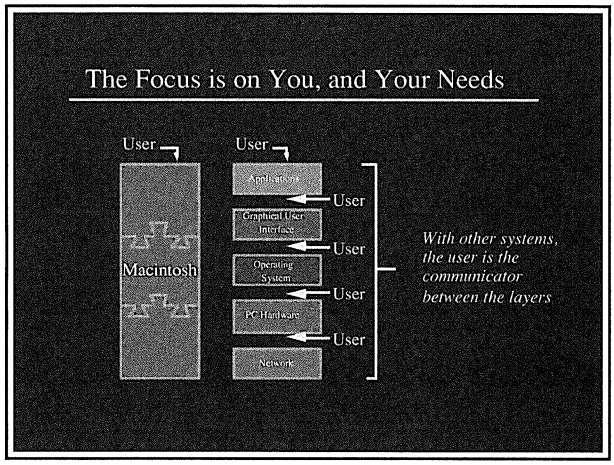
The Apple Advantage is Your Advantage

Apple is the Only Vendor that Crafts All the Parts

Like members of a team, the parts of a computer must work with each other as partners.

Apple is unique because it designs and builds all of those parts - the system software, the hardware and the network. This allows Apple to build systems without compromising quality.

It will become clear to you that when the parts are not carefully crafted to work together, the result can be ineffective and cumbersome. This type of solution will not meet your current needs nor your growth requirements.



The Apple Advantage is Your Advantage

The Focus is on You, and Your Needs

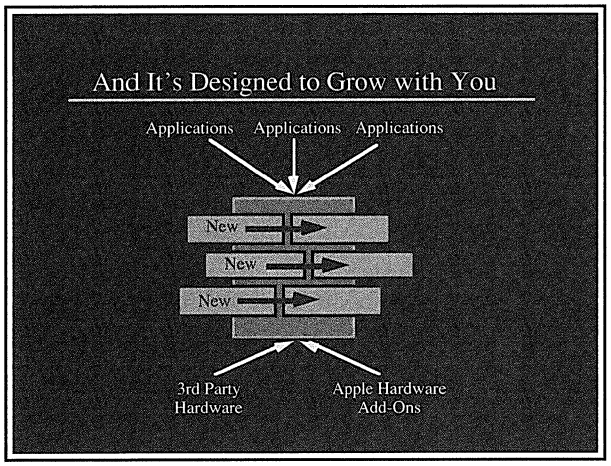
Most computers were designed with the assumption that it's "ok" for computing to be a chore.

However, from the beginning, Apple designed computers from a different point of view...from a user's point of view. Computers that let you concentrate on what you want to do, not on how the computer does it. Whatever the task...from running a single application to working over complex networks...Apple designs products with your point of view in mind.

The combination of focusing on the user and crafting all of the parts is a one-two punch that no other vendor can duplicate. On other systems, those pieces come from multiple vendors.

(Mouse Click) Thus, the user needs to be the communicator between those pieces - to "hold" the computer together. Or in simple terms - the user must act and think like a computer.

Due to the integration of layers on the Macintosh, when you put a diskette in, it immediately shows up on the desktop. This is just one example of why with Macintosh, there is no need to "think" like a computer.



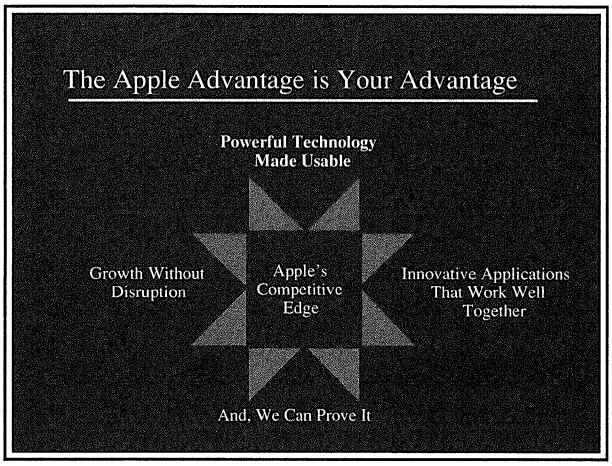
The Apple Advantage is Your Advantage

And It's Designed to Grow with You

At Apple, part of the vision of a great computer is one that continues to grow with you and your needs.

So they built computers in a way that gives them the flexibility to add or change things easily.

The benefit of this approach is unique to the Macintosh. You can be assured that your investments in hardware and software today will not be outdated by the "next version" of system software. This is not the situation with other personal computers.


The Apple Advantage is Your Advantage
Powerful Technology Made Usable
Growth Without Disruption
Apple's Competitive Edge
Innovative Applications That Work Well Together
And, We Can Prove It

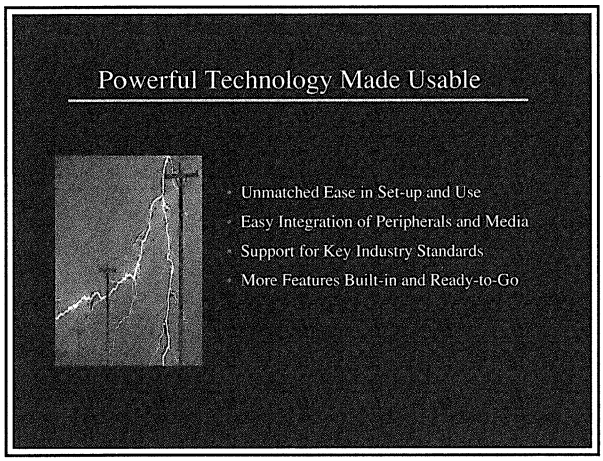
The Apple Advantage is Your Advantage

The Apple Advantage is Your Advantage

So, the Apple competitive edge comes from the fact that they craft all of the parts, focus on you, and design the system to grow. This combination results in a unique set of benefits for you that can only come from an Apple Macintosh.

Such as:

Powerful Technology Made Usable....


Powerful Technology Made Usable
Unmatched Ease in Set-up and Use
Easy Integration of Peripherals and Media
Support for Key Industry Standards
More Features Built-in and Ready-to-Go

The Apple Advantage is Your Advantage

Powerful Technology Made Usable

When you are watching TV, do you think about the technologies that make it work? ... No! From the screen in front of you and the cable or satellite from which you received the signal, to the equipment needed at the studio to broadcast that signal - all of it is invisible to you. And it should be. You want to sit down and watch TV, not learn about the science of TV broadcasting.

This is what Apple has tried to do with personal computing. They have made very complex technologies appear simple, so you don't have to worry about them.

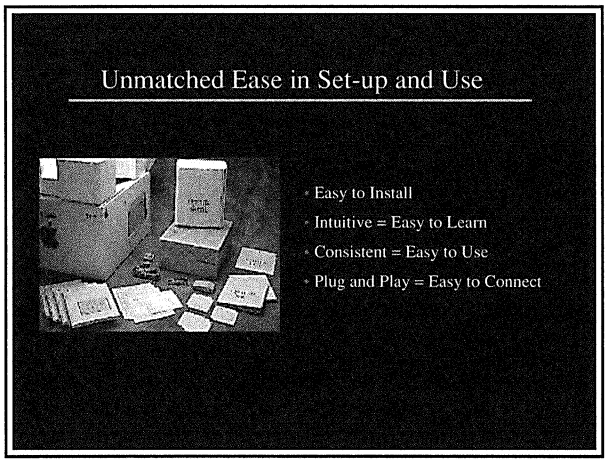
...From setting up your Macintosh, to using it regularly;

...From extending your reach by adding peripherals, to multimedia hardware;

...From supporting key industry communications standards, to supporting operating system standards like UNIX or MS-DOS;

...From providing full built-in support for sound, to plug and play networking;

Powerful Technology Made Usable means that Macintosh allows you to concentrate on the task at hand.


Unmatched Ease in Set-up and Use
Easy to Install
Intuitive = Easy to Learn
Consistent = Easy to Use
Plug and Play = Easy to Connect

The Apple Advantage is Your Advantage

Unmatched Ease in Set-up and Use

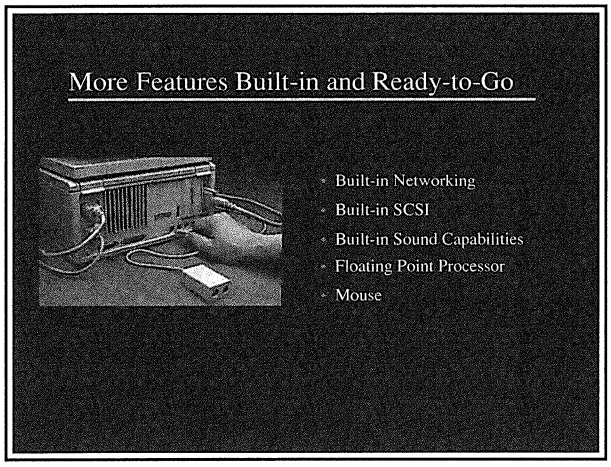
From the time you unpack the box through installing, learning and using your Macintosh alone or on a network, no company pays more attention to the details than Apple.

And they keep it simple so you can get up and going quickly. The intuitive user interface of the Macintosh reflects your actual desktop, including file folders, a trash can, and a calculator.

Once you learn your first Macintosh application, it is even easier to learn your second and third. Whatever application you choose, the look, feel and operation of each is amazingly similar. So similar in fact, that it is not uncommon for a user never to open the manual for a new application in order to begin using it.

This "consistency" among applications is fundamental to deriving higher levels of productivity and personal satisfaction from people using the system.

Because the networking hardware and software comes built-in, connecting your Macintosh is simple and accessing network resources is just an extention of the desktop environment. No need to learn new sets of rules.

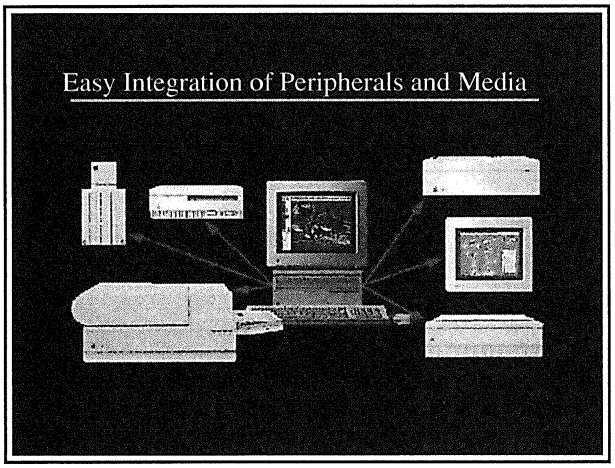


The Apple Advantage is Your Advantage

More Features Built-in and Ready-to-Go

With other computers you are often paying extra for features that come built-in on the Macintosh. Not only are these hardware features included, but because Apple also makes the system software, there is no complicated installation procedure or additional software required to make use of them.

For example, with a Macintosh, networking is built-in, easy to install, learn and use. To add a network to other personal computers, you would pay hundreds of dollars for a networking connection board and software, and you would need to learn a new set of rules to use it.



The Apple Advantage is Your Advantage

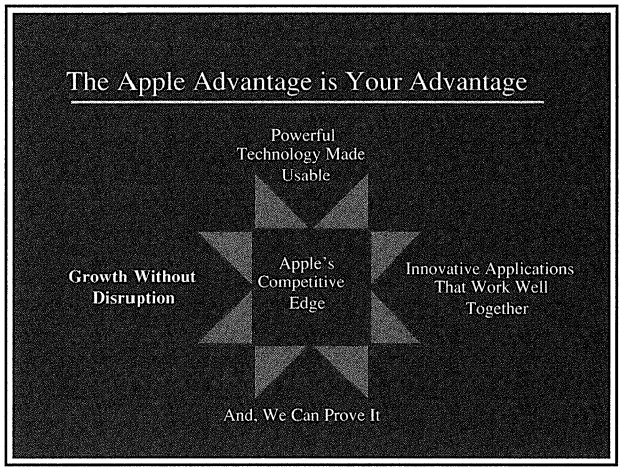
Easy Integration of Peripherals and Media

Another aspect of "usability" is how easily you can integrate peripherals with Macintosh.

The power to integrate graphics, sounds, animations, and video clips - created by others - is now yours...thanks to the advantage of Macintosh technology.

With all Macintosh systems - from the Macintosh Classic® to the Macintosh IIfx - there is no need to understand device addressing in order to add different peripherals. To add another hard disk, a CD drive, tape backup or whatever - the user just plugs another piece of cable into the last external peripheral.

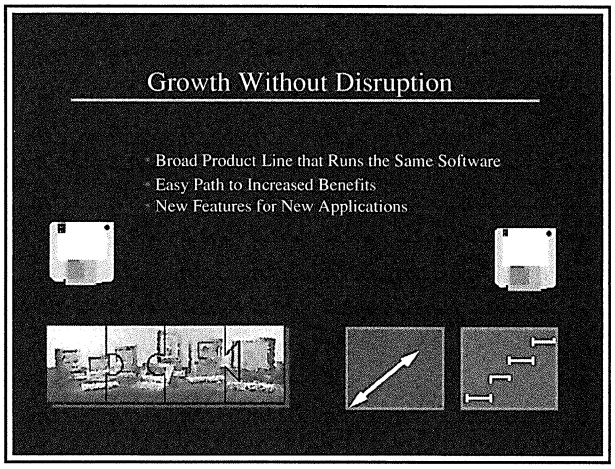
Most importantly, once they are connected, they work in the familiar Macintosh way - integrated as part of the overall system.


The Apple Advantage is Your Advantage
Powerful Technology Made Usable
Growth Without Disruption
Apple's Competitive Edge
Innovative Applications That Work Well Together
And, We Can Prove It

The Apple Advantage is Your Advantage

The Apple Advantage is Your Advantage

Apple's competitive edge provides a second set of advantages for you: **Growth Without Disruption.**


Growth Without Disruption
Broad Product Line that Runs the Same Software
Easy Path to Increased Benefits
New Features for New Applications

The Apple Advantage is Your Advantage

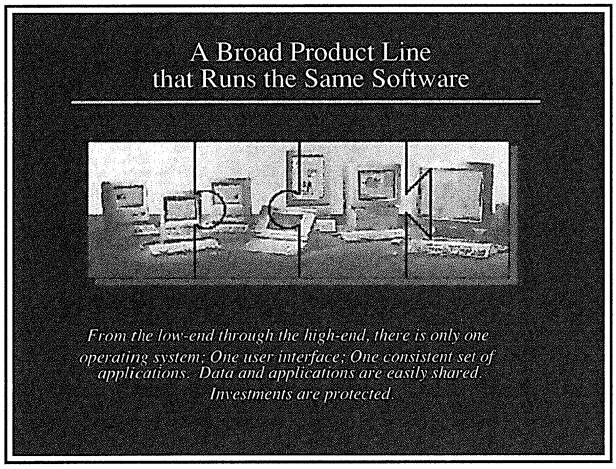
Growth Without Disruption

With the Macintosh you don't need to throw out all of your software investments to take advantage of new system features.

Because system software upgrades are easy, and solutions run across the entire product line.

As a result, your software investment is not only protected, but will likely increase in power and utility. Think of all of those re-training costs you **won't** have to pay. This is what Apple calls "Growth Without Disruption".

Let's look more closely at each of these points.


A Broad Product Line
that Runs the Same Software
From the low-end through the high-end, there is only one operating system; One user interface; One consistent set of applications. Data and applications are easily shared. Investments are protected.

The Apple Advantage is Your Advantage

A Broad Product Line that Runs the Same Software

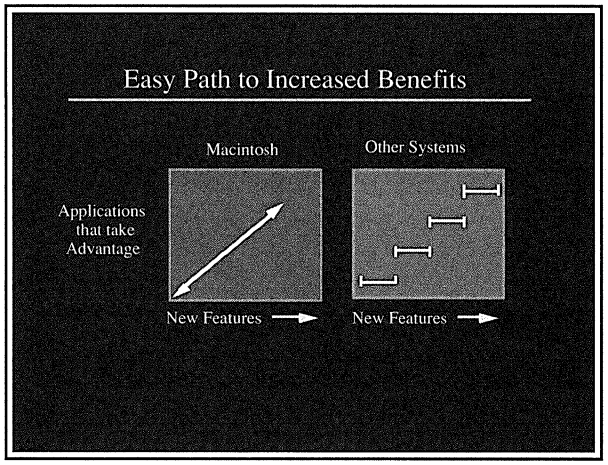
From the original Macintosh 128K to the most powerful Macintosh IIfx, all Macintosh systems work the same way.

No matter which product you choose, you get one operating system, one consistent way of doing things, and one set of applications.

In short, no matter which product you choose, you get a Macintosh.

No other computer offers this consistency over such a broad span of products.

The reason? Apple insures that, as the operating system grows in functionality, it maintains compatibility with all previous Macintosh computers.



The Apple Advantage is Your Advantage

Easy Path to Increased Benefits

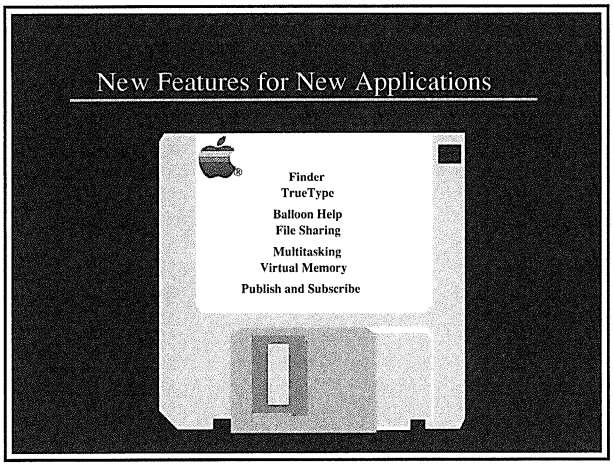
Much of the original software for Macintosh not only runs across today's product line, it runs better.

For example, Microsoft's Multiplan was written in May of 1984, when Macintosh had little memory, no laser printing, could only run one application at a time, had only the one internal nine inch black and white monitor, and did not attach to a network.

Multiplan runs today, unchanged, and takes advantage of every one of those enhancements. It can cut and paste into applications that were written over five years later.

When other personal computer makers add these types of features to their systems, you are often forced to buy new applications to make use of them.

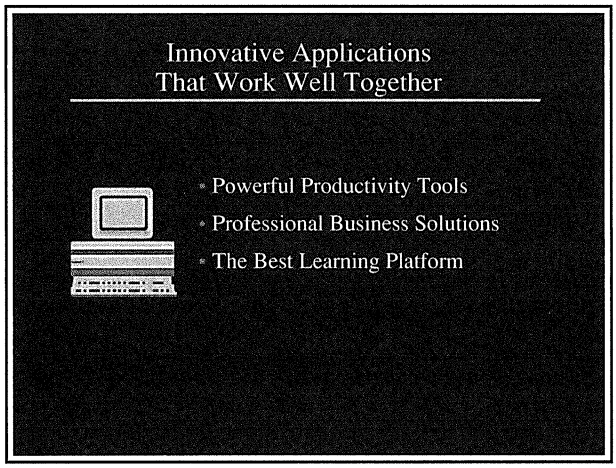
With new system software releases, Apple will provide any Macintosh user who has at least 2 megabytes of memory, with many outstanding new features...automatically.



The Apple Advantage
is
Your Advantage

New Features for New Applications

In the new System 7 software, Apple has provided many new and exciting features. Some examples include; Finder™, TrueType™, Balloon Help™, File Sharing, Multitasking, Virtual Memory, Publish and Subscribe.



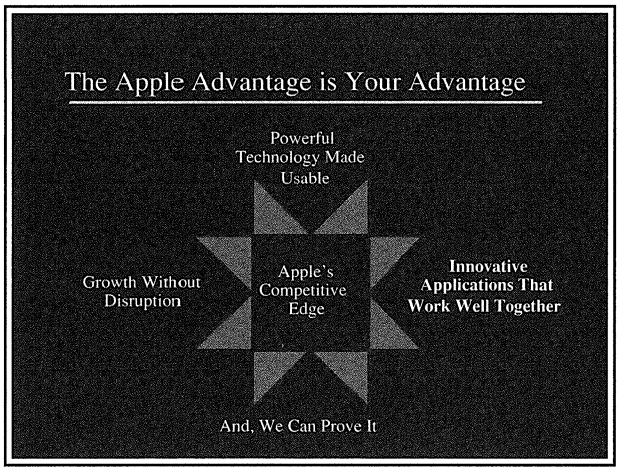
The Apple Advantage is Your Advantage

Innovative Applications That Work Well Together

The outstanding look, feel and operation of the Macintosh has been in place now for over 6 years. During this period, more than 3,500 extremely innovative applications have been developed which constitute a base of leading edge, graphically-based solutions unmatched by any other vendor.

These solutions fall into a wide range of application areas including advertising and communications, accounting, legal, real estate, graphic design, engineering, architecture and construction applications, general productivity solutions, and a variety of networking and communications tools .

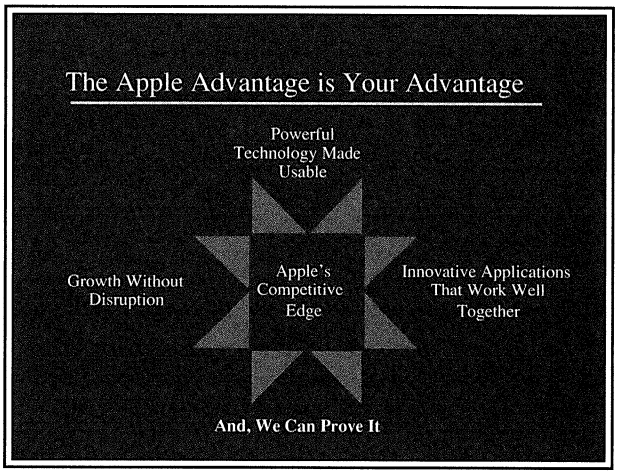
And all of them were designed to work alike. The result is improved information handling, analysis and reporting.


The Apple Advantage is Your Advantage
Powerful Technology Made Usable
Growth Without Disruption
Apple's Competitive Edge
Innovative Applications That Work Well Together
And, We Can Prove It

The Apple Advantage is Your Advantage

The Apple Advantage is Your Advantage

Innovative Applications that Work Well Together.....A third set of advantages for you that come from Apple's competitive edge.


The Apple Advantage is Your Advantage
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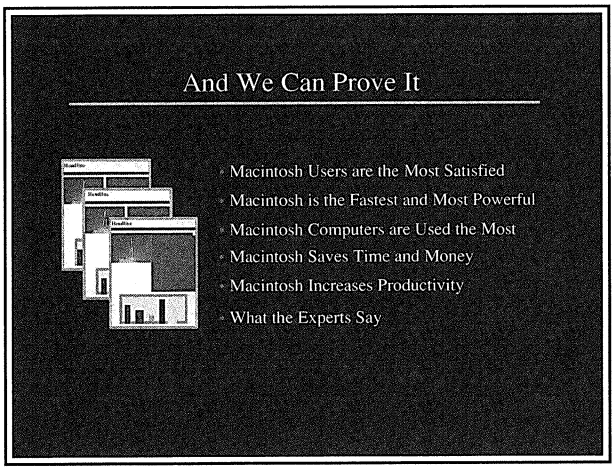
And, We Can Prove It

The Apple Advantage is Your Advantage

The Apple Advantage is Your Advantage

We have discussed how this unique set of advantages ultimately results in advantages for you. It is this set of criteria that demonstrates the true benefits of Macintosh and should be used when comparing Macintosh to other systems.

But, don't just take our word for it, let's look at proof.


And We Can Prove It
Macintosh Users are the Most Satisfied
Macintosh is the Fastest and Most Powerful
Macintosh Computers are Used the Most
Macintosh Saves Time and Money
Macintosh Increases Productivity
What the Experts Say

The Apple Advantage is Your Advantage

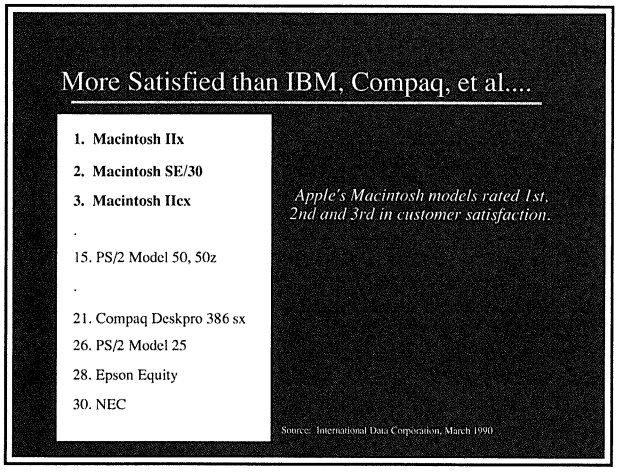
And We Can Prove It

According to the experts:

Macintosh is the computer most used, the fastest and most powerful, and its users are the most satisfied.

Moreover, Macintosh can save you money, increase the productivity of you and your staff and can increase the competitive edge of your company.

Let's take a look at sample research that top industry analysts and consultants have conducted to review what the experts have to say:

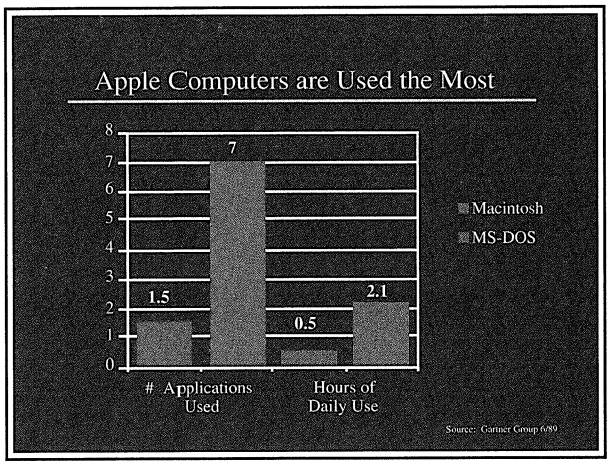

More Satisfied than IBM, Compaq, et al....
1. Macintosh IIx
2. Macintosh SE/30
3. Macintosh IIcx
.
15. PS/2 Model 50, 50z
.
21. Compaq Deskpro 386 sx
26. PS/2 Model 25
28. Epson Equity
30. NEC
Apple's Macintosh models rated 1st, 2nd and 3rd in customer satisfaction.
Source: International Data Corporation, March 1990

The Apple Advantage is Your Advantage

More Satisfied than IBM, Compaq, et al....

Audits conducted in March, 1990, by International Data Corporation (IDC) showed that three Macintosh models rated number 1, 2 and 3 in overall customer satisfaction - high above many well known models from other vendors.

Macintosh motivates people to explore their own creativity and limits. Isn't that what it is all about?



The Apple Advantage is Your Advantage

Apple Computers are Used the Most

The most powerful system is the one that people use. Since people enjoy using the Macintosh, they use it more.

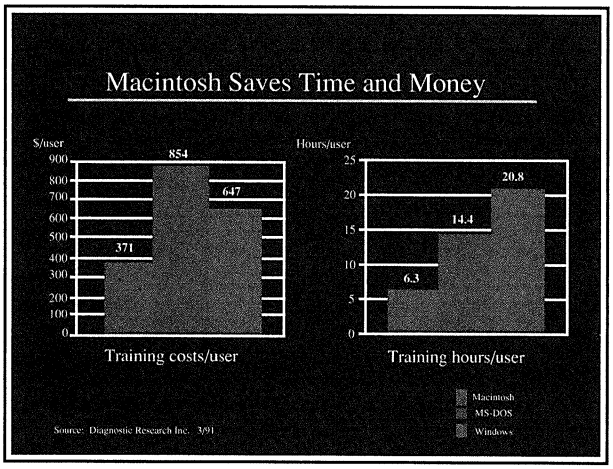
Research done by the Gartner Group shows that not only are Macintosh users familiar with more applications than DOS users, they use their personal computers more hours per day.

Because it's easy to learn and use, it breaks down the barrier of intimidation.

Because users get results faster, it increases their confidence.

Because it's easier to connect, people connect it.

These are important points to consider when determining a return on your investment.

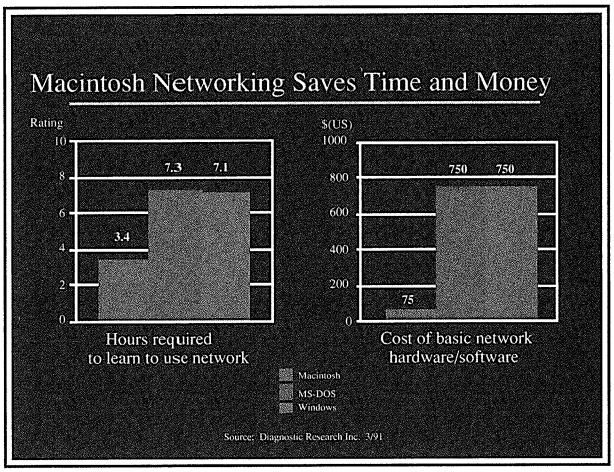


The Apple Advantage is Your Advantage

Macintosh Saves Time and Money

Studies show that many computing costs are incurred after you purchase the system. These include potentially big ticket items such as training for your personnel.

Research conducted by Diagnostic Research, Inc., in March, 1991, shows that Macintosh owners require less time to learn how to use their computers than users of MS-DOS systems or users of Windows 3.0.

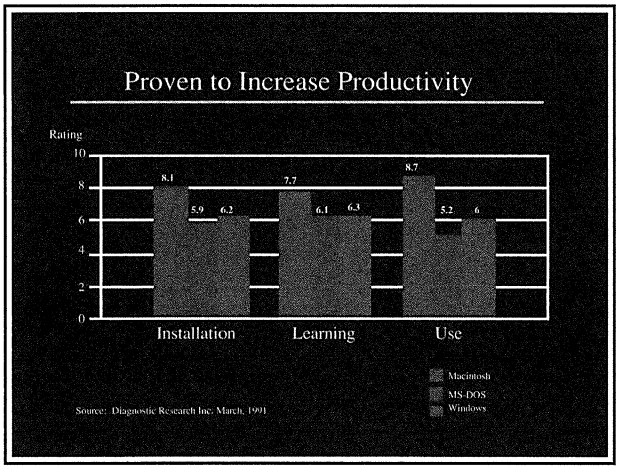


The Apple Advantage is Your Advantage

Macintosh Networking Saves Time and Money

Since networking capabilities are built into every Macintosh, savings really add up when compared to connecting other systems to networks.

The savings don't stop there. The same ease-of-use that lowers the support and training costs of the stand-alone Macintosh, carries through to additional training and support required on a network.



The Apple Advantage is Your Advantage

Proven to Increase Productivity

The most important proof of the superiority of Macintosh is the reaction of the people who use it.

Studies conducted by DRI asked users of both Macintosh and other personal computers to rate their systems.

When compared to MS-DOS or Windows users, Macintosh users rated their systems as:

Easier to install;

Easier to learn;

Easier to use.

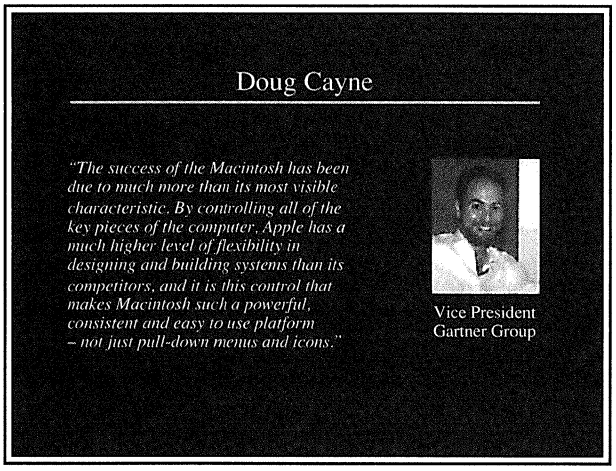
The Apple Advantage is Your Advantage

What the Experts Say

Here are some of the top industry analysts in the personal computing industry, representing major consulting firms and producers of industry newsletters.

Let's take a look at what they have to say.

(Speaker Note: There are eight industry experts. Choose the best 2-3 that illustrate your points.)

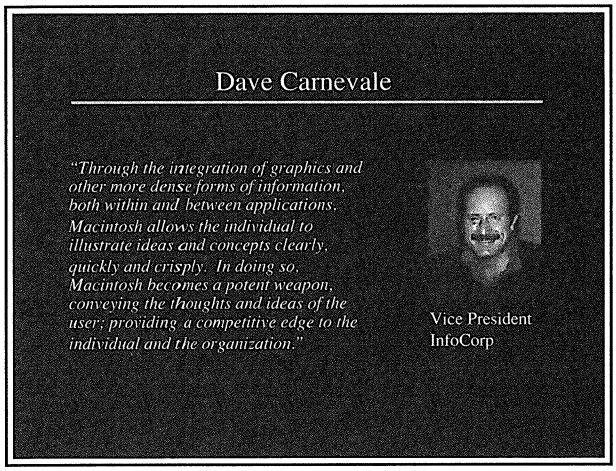

Doug Cayne
"The success of the Macintosh has been due to much more than its most visible characteristic. By controlling all of the key pieces of the computer, Apple has a much higher level of flexibility in designing and building systems than its competitors, and it is this control that makes Macintosh such a powerful, consistent and easy to use platform – not just pull-down menus and icons."
Vice President
Gartner Group

The Apple Advantage is Your Advantage

Doug Cayne

Doug Cayne, Vice President of the Personal Computing Service at Gartner Group, echoes what we have demonstrated here about the Apple competitive advantage. He states:

"The success of the Macintosh has been due to much more than its most visible characteristic. By controlling all of the key pieces of the computer, Apple has a much higher level of flexibility in designing and building systems than its competitors, and it is this control that makes Macintosh such a powerful, consistent and easy to use platform, not just pull-down menus and icons."

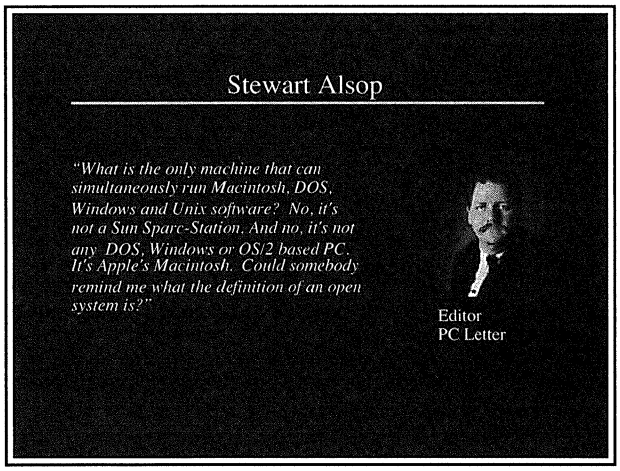

Dave Carnevale
"Through the integration of graphics and other more dense forms of information, both within and between applications, Macintosh allows the individual to illustrate ideas and concepts clearly, quickly and crisply. In doing so, Macintosh becomes a potent weapon, conveying the thoughts and ideas of the user; providing a competitive edge to the individual and the organization."
Vice President
InfoCorp

The Apple Advantage is Your Advantage

Dave Carnevale

Dave Carnevale, Vice President of the Microcomputer Systems Group at InfoCorp, reiterates what we have said about making powerful technology invisible, thus letting the user concentrate on the task at hand. He states:

"Through the integration of graphics and other more dense forms of information, both within and between applications, Macintosh allows the individual to illustrate ideas and concepts clearly, quickly, and crisply. In doing so, Macintosh becomes a potent weapon conveying the thoughts and ideas of the user; providing a competitive edge to the individual and the organization."

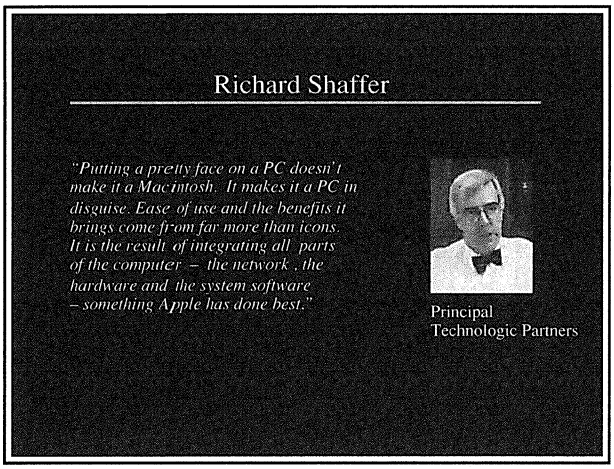

Stewart Alsop
"What is the only machine that can simultaneously run Macintosh, DOS, Windows and Unix software? No, it's not a Sun Sparc-Station. And no, it's not any DOS, Windows or OS/2 based PC. It's Apple's Macintosh. Could somebody remind me what the definition of an open system is?"
Editor
PC Letter

The Apple Advantage is Your Advantage

Stewart Alsop

Stewart Alsop, Editor of PC Letter, talks about Apple's unique support for key industry standards. He states:

"What is the only machine that can simultaneously run Macintosh, DOS, Windows and UNIX software? No, it's not a Sun Spark-Station. And no, it's not any DOS, Windows or OS/2 based PC. It's the Apple Macintosh. Could somebody remind me what the definition of an open system is?"


Richard Shaffer
"Putting a pretty face on a PC doesn't make it a Macintosh. It makes it a PC in disguise. Ease of use and the benefits it brings come from far more than icons. It is the result of integrating all parts of the computer – the network , the hardware and the system software – something Apple has done best."
Principal
Technologic Partners

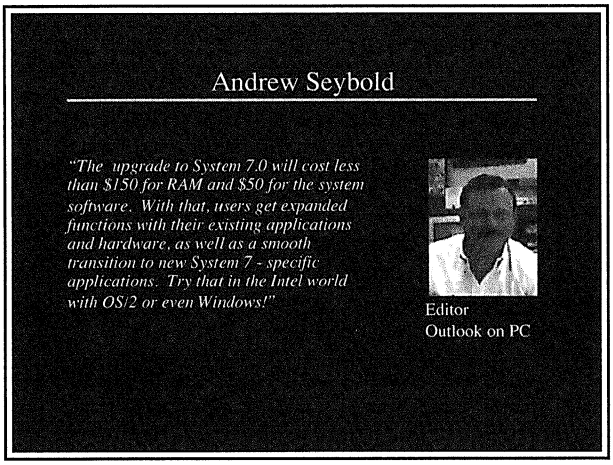
The Apple Advantage is Your Advantage

Richard Shaffer

Richard Shaffer, principal at Technologic Partners talks about how this competitive edge goes well beyond the graphical user interface.

He states:

"Putting a pretty face on a PC doesn't make it a Macintosh. It makes it a PC in disguise. Ease of use and the benefits it brings come from far more than icons. It is the result of integrating all parts of the computer, the network - the hardware and the system software - something Apple has done best."

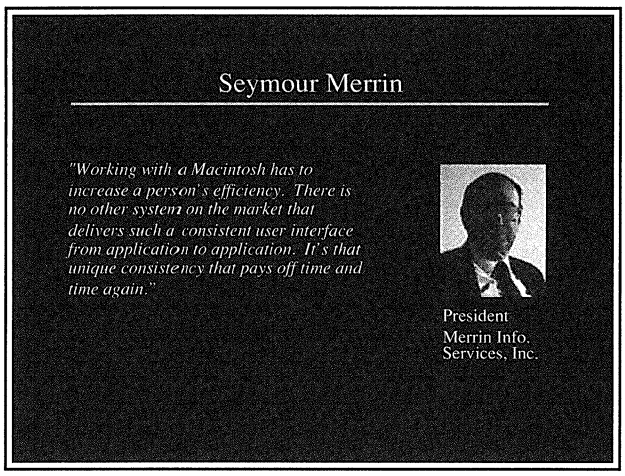

Andrew Seybold
"The upgrade to System 7.0 will cost less than $150 for RAM and $50 for the system software. With that, users get expanded functions with their existing applications and hardware, as well as a smooth transition to new System 7 - specific applications. Try that in the Intel world with OS/2 or even Windows!"
Editor
Outlook on PC

The Apple Advantage is Your Advantage

Andrew Seybold

Andrew Seybold, Editor of Outlook on Personal Computing, lays out the facts regarding the comparative costs and disruptions of system software upgrades, echoing our statements on growth without disruption. He states:

"The upgrade to System 7 will cost less than $150 for RAM and $50 for the system software. With that, users get expanded functions with their existing applications and hardware, as well as a smooth transition to new System 7 specific applications. Try that in the Intel world with OS/2 or even Windows!"

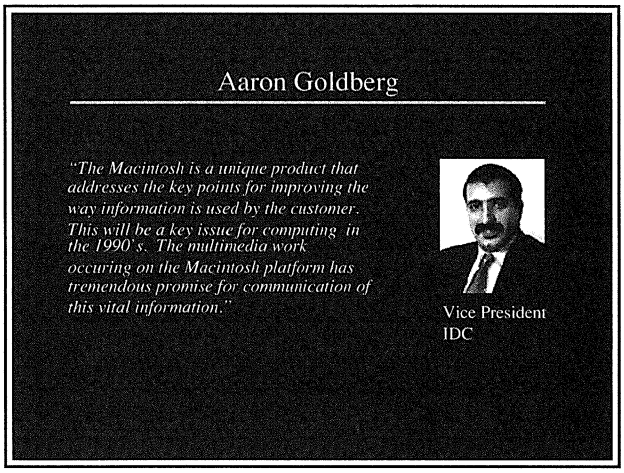

Seymour Merrin
"Working with a Macintosh has to increase a person's efficiency. There is no other system on the market that delivers such a consistent user interface from application to application. It's that unique consistency that pays off time and time again."
President
Merrin Info.
Services, Inc.

The Apple Advantage is Your Advantage

Seymour Merrin

Seymour Merrin, President of Merrin Information Services, confirms what we say about the "consistent" platform found on a Macintosh and the benefits it brings to the user. He states:

"Working with a Macintosh has to increase a person's efficiency. There is no other system on the market that delivers such a consistent user interface from application to application. It's that unique consistency that pays off time and time again."

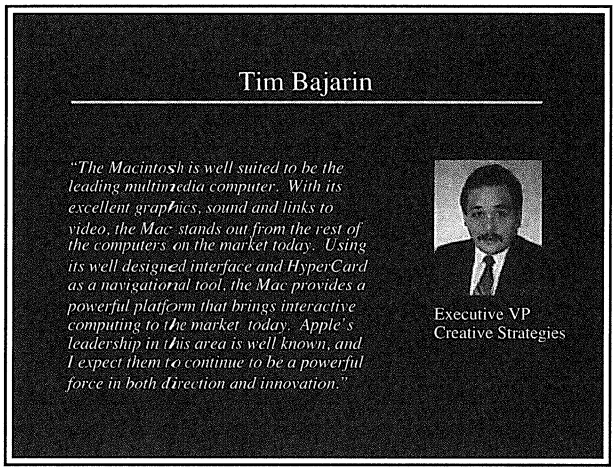

Aaron Goldberg
"The Macintosh is a unique product that addresses the key points for improving the way information is used by the customer. This will be a key issue for computing in the 1990's. The multimedia work occuring on the Macintosh platform has tremendous promise for communication of this vital information."
Vice President
IDC

The Apple Advantage is Your Advantage

Aaron Goldberg

Aaron Goldberg, Vice President at International Data Corporation, talks about the unique advantages Apple has by making powerful technology invisible, particularly in the area of multimedia. He states:

"The Macintosh is a unique product that addresses the key points for improving the way information is used by the customer. This will be a key issue for computing in the 1990's. The multimedia work occuring on the Macintosh platform has tremendous promise for communication of this vital information."

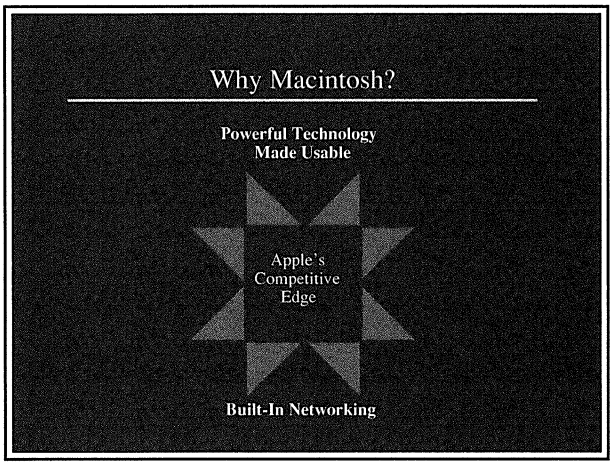

Tim Bajarin
"The Macintosh is well suited to be the leading multimedia computer. With its excellent graphics, sound and links to video, the Mac stands out from the rest of the computers on the market today. Using its well designed interface and HyperCard as a navigational tool, the Mac provides a powerful platform that brings interactive computing to the market today. Apple's leadership in this area is well known, and I expect them to continue to be a powerful force in both direction and innovation."
Executive VP
Creative Strategies

The Apple Advantage is Your Advantage

Tim Bajarin

Tim Bajarin, Executive Vice President at Creative Strategies, also discusses the unique advantages Apple has by making powerful technology invisible, particularly in the area of multimedia. He states:

"The Macintosh is well suited to be the leading multimedia computer. With its excellent graphics, sound and links to video, the Mac stands out from the rest of the computers on the market today. Using its well designed interface and HyperCard as a navigational tool, the Mac provides a powerful platform that brings interactive computing to the market today. Apple's leadership in this area is well known, and I expect them to continue to be a powerful force in both direction and innovation."



The Apple Advantage is Your Advantage

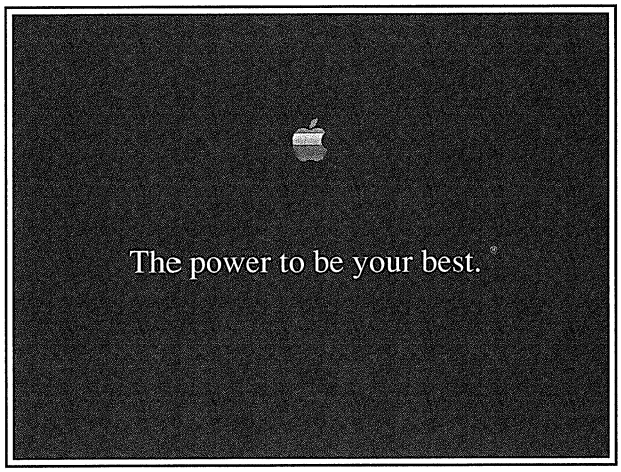
Why Macintosh?

As I stated at the beginning, my purpose today was not only to present the key advantages of the Macintosh computer to you, but to truly broaden the scope of what are viewed as important factors in comparing and selecting personal computer systems. As technology changes, so do the factors by which you can effectively compare one system to another. Some of the surface features may appear similar, but as this presentation has shown today, there is much, much more to consider.

So in closing, I ask you to remember what we have discussed today, and to use it as the criteria for selecting your next personal computer system:

Apple has unique competitive advantages which include: Crafting all the Parts, Focusing on the User, and Designing Systems to Grow.

It is the combination of these that give you benefits that can only come from an Apple Macintosh - Powerful Technology Made Usable, Growth Without Disruption, and Innovative Applications that Work Well Together.

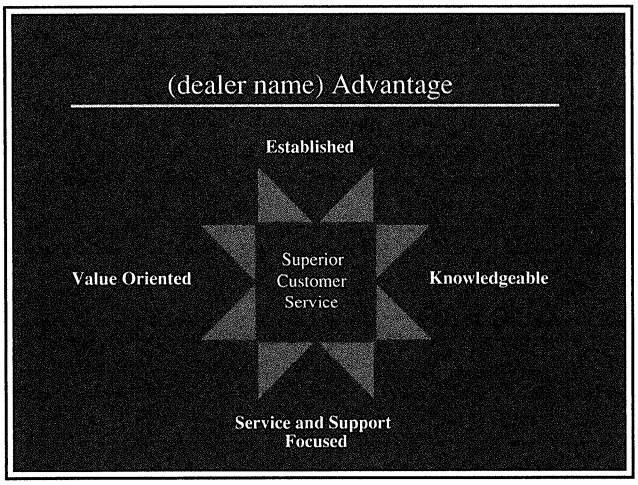


The Apple Advantage is Your Advantage

The power to be your best.

You are investing significant dollars and time for a key asset that will help you run your business. We ask you to consider all the points raised today and include them in your evaluation criteria. We trust that Macintosh will be your computer choice and you'll purchase that Macintosh from _____ (dealer name).

Thank you very much for your attention.



The Apple Advantage is Your Advantage

(dealer name) Advantage

_____ (dealer name) Advantage

With a large number of computer dealers selling a wide variety of products, it is important that you not only research which computer system is best for your needs, but which computer dealer can provide you with the service and support you need. We're confident that _____ (dealer name) will be your choice.

_____ (dealer name) has been selling personal computers since _____(date). Our relationship with Apple Computer is _____(number) years long.

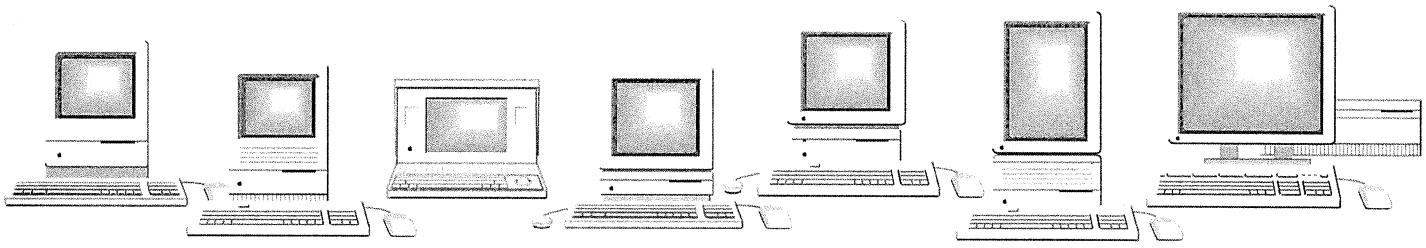
_____ (dealer name) believes that product and solutions knowledge together with specific industry segment knowledge is critical to superior customer service. Because of this belief, our sales representatives are focused on developing expertise in the products they sell.

(add info about industry segment specialization here if appropriate. Also add information on ACR alliances or other partnerships that add credibility to your knowledge)

_____ (dealer name) knows that customer service begins when the purchase is made. We also understand that everyone's service and support needs are different. Therefore, _____ (dealer name) offers a wide variety of service and support options. (List service and support options here.)_____ (dealer name) understands that value is important in making a purchase of a computer system. We discussed the superior value of Apple Macintosh today. Purchasing your Macintosh from _____ (dealer name) offers you additional value.

(talk about any special seminar offers or special bundles here.)

Macintosh Family Information Guide



Macintosh Classic®
The completely integrated, most affordable Macintosh system.

Macintosh SE/30
The most powerful member of the Classic Macintosh line.

Macintosh Portable
The desktop Macintosh for people with more than one desktop.

Macintosh LC
The entry-level Macintosh color system, which provides solid performance and functionality.

Macintosh IIsi
Performance and flexibility in our most affordable Macintosh II system.

Macintosh IIci
A powerful mainstream Macintosh with a built-in growth path.

Macintosh IIfx
The most powerful Macintosh, with maximum expansion capabilities.

The Apple Advantage

Power

The Apple®Macintosh®family of personal computers allows customers to choose the level of performance that best meets their needs. And no matter which Macintosh model they select, they'll have a powerful system that outdoes the competition.

Independent tests show that when running the most popular applications, the Macintosh provides greater performance* than competing MS-DOS or Windows-based systems. In July 1990, Ingram Laboratories tested the Macintosh Classic and IIsi against several Windows 3.0-based systems running a variety of applications, including Microsoft Excel, Word, PowerPoint, and Aldus PageMaker. Both the Classic and the IIsi outperformed* similarly configured and priced systems (based on suggested retail price).

The National Software Testing Laboratories conducted similar tests (September '89 and March '90) using Microsoft Excel, Adobe Illustrator, and Aldus PageMaker on the Macintosh Portable, IIci, and IIfx against several competitive systems. The results: the Macintosh Portable significantly outperformed* a leading competitor, the Compaq SLT/286; the IIci was about 50 percent faster than the IBM PS/2 Model 70 and the Compaq 386/25; and the IIfx proved faster than the Compaq 386/33 and the IBM Model 70 486 for all three graphics-based applications.

But Macintosh computers don't simply outperform* other personal computers. Apple provides the power of Macintosh to customers in a consistent and intuitive manner, enabling them not only to do more, but to enjoy it more.

Applications

More than 3,500 Macintosh applications are available today for business, education, science, and entertainment. For Windows, available applications can be numbered in the tens. Unlike competing platforms, Macintosh provides consistency across all applications, so users can leverage not only information but also learning.

Networking

Built-in LocalTalk® networking allows Macintosh customers to quickly and easily take advantage of a wide range of services. Competitive systems generally require customers to buy and configure add-on cards for even the most basic networking. And Macintosh networking is more than just built-in LocalTalk—it's the ability of Macintosh to participate in Macintosh, DEC, IBM, TCP/IP, and a variety of other environments as seamlessly as any other personal computer, if not more so.

Growth

Apple is committed to preserving our customers' investment in hardware and software, and we've demonstrated this commitment since the introduction of the first Macintosh. For example, with System Software Version 7.0, significant new functionality will be made available to all Macintosh systems, from the Classic to the IIfx, without modification. In the Intel world, the transition from MS-DOS to Windows, and from Windows to OS/2, is far from clear. What is clear is that PC users will be forced to buy ever more powerful equipment and new applications.

* Performance data is from Ingram Laboratories Benchmark Report (July 25, 1990) and National Software Testing Laboratories reports (September 1989 and March 1990). Performance is measured by the total time needed to complete tests using a variety of applications.

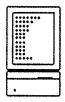
Stepping Up Through the Macintosh Family

Macintosh Classic
The Macintosh Classic is a completely integrated Macintosh system with a consistent, graphics-based interface, a built-in monitor, and numerous peripheral expansion ports—all at an affordable price.

Macintosh SE/30
The most powerful member of the Classic line, the Macintosh SE/30 offers performance over three times that of the Macintosh SE. The SE/30 supports Apple's A/UX® operating system, includes an 030 Direct Slot for expansion, and will support the virtual memory feature of System Software 7.0.

Macintosh Portable
In addition to all the advantages of a Macintosh, the Macintosh Portable includes a full-page-width display and standard Macintosh keyboard in its all-in-one design. The Portable offers twice the performance of the Macintosh SE as well as greater memory expansion.

Macintosh LC
The most affordable color Macintosh, the LC offers built-in video support for three Apple monitors (the Macintosh 12-inch RGB and Monochrome Displays and the AppleColor™ High-Resolution RGB Monitor), sound input, and expansion capabilities, all in a sleek, modular design. It performs up to three times faster than the Macintosh SE and provides Apple IIe emulation through an optional expansion card.



Macintosh IIsi
The Macintosh IIsi has many of the benefits of the Macintosh LC with even more capabilities. These include higher performance (up to five times that of the Macintosh SE), built-in video support for four Apple monitors (including the Macintosh Portrait Display), support for A/UX and the virtual memory feature of System Software 7.0, on-board memory expansion to up to 17 megabytes, Macintosh II stereo sound output, and an optional NuBus™ or 030 Direct Slot card with math coprocessor, providing expansion capabilities as well as performance improvements when using math- and graphics-intensive programs.

Macintosh IIci
The Macintosh IIci combines the built-in video capabilities of the Macintosh IIsi with higher performance and more room to grow. The IIci includes a built-in math coprocessor, accommodates a cache card, and has three NuBus expansion slots for networking, coprocessor, display, and specialized I/O cards.

Macintosh IIfx
The highest-performance Macintosh, the IIfx uses a 40-megahertz 68030 processor and an advanced memory subsystem, which includes a 32K static RAM cache. The IIfx also provides dedicated coprocessors for managing input/output, a Processor Direct Slot, and maximum expandability through six NuBus slots.

The Macintosh Family and Competitive Systems

Model	CPU	Configuration Options	Video Support	Sound Support	Expansion Slots	Macintosh Performance Advantage
Macintosh Classic	Motorola 68000 8 MHz	1MB RAM/ SuperDrive 2MB RAM/ 40MB HD	Integrated 9-inch display 512 x 342 x 1	Mono sound output	No slots	Ingram Laboratories found that when compared with 10-MHz 80286 machines running Windows 3.0 and a variety of applications, the Macintosh Classic provides significantly better performance*.
IBM PS/1	Intel 80286 10 MHz	512K RAM/ Floppy drive 1MB RAM/ 30MB HD	On-board VGA 4 bits/pixel at 640 x 480	Optional add-on card	Optional adapter card unit provides 3 ISA slots	
Macintosh SE/30	Motorola 68030 16 MHz	2MB RAM/ SuperDrive 2MB RAM/ 40MB HD	Integrated 9-inch display 512 x 342 x 1	4-voice stereo sound output	One 030 Processor Direct Slot	Ingram Labs demonstrated that the Macintosh SE/30 offers nearly 50 percent better performance* when compared with the Compaq 386s/16.
Compaq 386s/16	Intel 80386SX	2MB RAM/ Floppy drive 2MB RAM/ 40MB HD 2MB RAM/ 84MB HD	On-board VGA 4 bits/pixel at 640 x 480	Equivalent sound capabilities require optional add-on hardware and software	4 PC/AT slots	
Macintosh Portable	Motorola 68000 16 MHz	1MB RAM/ SuperDrive 2MB RAM/ 40MB HD	Integrated full-page-width 640 x 400 display; video output port	Mono sound output	1 RAM slot, 1 modem slot, 1 Processor Direct Slot (for RAM or video card)	In a test performed by the National Software Testing Laboratories, the Macintosh Portable outperformed* the Compaq SLT/286. In fact, when running Excel and Illustrator, the Macintosh Portable was nearly twice as fast.
Compaq SLT/286	Intel 80C286 12 MHz	640K RAM/ Floppy drive 640K RAM/ 20MB HD 640K RAM/ 40MB HD	VGA display 640 x 480 x 1	Equivalent sound capabilities require optional add-on hardware and software	1 RAM slot, 1 modem slot	
Macintosh LC	Motorola 68020 16 MHz	2MB RAM/ SuperDrive 2MB RAM/ 40MB HD	On-board support for 8 bits/pixel at 512 x 384; 4 bits/pixel at 640 x 480; expansion options also available	Mono 8-bit sound input at 22 KHz or 11 KHz. Mono sound output	One 020 Processor Direct Slot	The Macintosh LC provides performance[1] more similar to that of low-end 386DX systems than to 16-MHz 386SX systems. It also offers greater built-in video flexibility and optional Apple IIe emulation. 1. Estimated results from Apple Computer, Inc. (8/90). Actual results from third-party testing will follow.
IBM PS/2 Model 55SX	Intel 80386SX 16 MHz	2MB RAM/ 30MB HD 2MB RAM/ 60MB HD	On-board VGA 4 bits/pixel at 640 x 480	Equivalent sound capabilities require optional add-on hardware and software	3 Micro Channel slots	
Macintosh IIsi	Motorola 68030 20 MHz	2MB RAM/ 40MB HD 5MB RAM/ 80MB HD	On-board support for 8 bits/pixel at 640 x 480; 4 bits/pixel at 640 x 870	Mono 8-bit sound input at 22KHz or 11KHz. Macintosh II stereo sound output	1 NuBus or 030 Direct Slot	Ingram Labs found that the Macintosh IIsi outperformed* not only the Compaq Deskpro 386/20e, but also the Deskpro 386/25e and the IBM Model 70 386 (25 MHz). Moreover, it provides this performance at a much lower price.
Compaq Deskpro 386/20e	Intel 80386 20 MHz	4MB RAM/ Floppy drive 4MB RAM/ 40MB HD 4MB RAM/ 110MB HD	On-board VGA 4 bits/pixel at 640 x 480	Equivalent sound capabilities require optional add-on hardware and software	5 slots: 4 8/16-bit slots, 1 32-bit slot	
Macintosh IIci	Motorola 68030 25 MHz	4MB RAM/ SuperDrive 4MB RAM/ 80MB HD	On-board support for 8 bits/pixel at 640 x 480; 4 bits/pixel at 640 x 870	4-voice stereo sound output	3 NuBus slots, 1 cache connector	Ingram Labs found that the Macintosh IIci outperformed* the Compaq Deskpro 386/33 and the IBM Model 70 486 (25 MHz), again at a much lower price.
Compaq Deskpro 386/25e	Intel 80386 25 MHz	4MB RAM/ Floppy drive 4MB RAM/ 40MB HD 4MB RAM/ 120MB HD	On-board VGA 4 bits/pixel at 640 x 480	Equivalent sound capabilities require optional add-on hardware and software	4 ISA slots	
Macintosh IIfx	Motorola 68030 40 MHz	4MB RAM/ SuperDrive 4MB RAM/ 80MB HD 4MB RAM/ 160MB HD	Up to 24 bits/pixel with appropriate display card	4-voice stereo sound output	6 NuBus slots, 1 Processor Direct Slot	Both Ingram and NSTL found that the Macintosh IIfx outperformed* the IBM Model 70 486. In NSTL tests, the Macintosh IIfx ran graphics-based applications 34 percent to 270 percent faster than the Model 70. Ingram also found the Macintosh IIfx to outperform* the Compaq Deskpro 486/25.
IBM Model 70 486	Intel 80486 25 MHz	2MB RAM/ 60MB HD 2MB RAM/ 120MB HD	On-board VGA 4 bits/pixel at 640 x 480	Equivalent sound capabilities require optional add-on hardware and software	3 Micro Channel slots: 1 16-bit slot, 2 32-bit slots	

* Performance data is from Ingram Laboratories Benchmark Report (July 25, 1990) and National Software Testing Laboratories reports (September 1989 and March 1990). Performance is measured by the total time needed to complete tests using a variety of applications.

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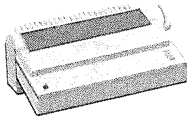
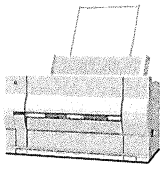
For Sales Personnel Only

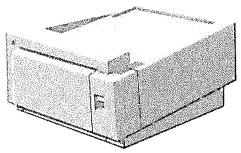
Apple Printer Family Information Guide



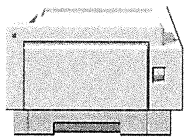
Apple ImageWriter II
The reliable, versatile dot-matrix printer for impact printing, for use with Apple II or Macintosh computers.



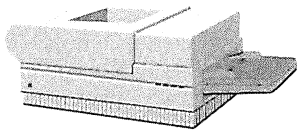
Apple StyleWriter
The convenient, quiet personal printer that delivers laser-quality output.



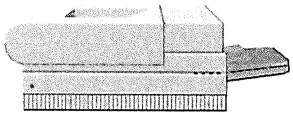
Apple Personal LaserWriter LS
Apple's most affordable personal laser printer for professional-quality printing.



Apple Personal LaserWriter NT
The networkable personal laser printer that gives individuals or small workgroups an entry to PostScript printing.



Apple LaserWriter IINT
Apple's mainstream, networkable PostScript laser printer for individuals and workgroups. It can be upgraded to the LaserWriter IINTX.



Apple LaserWriter IINTX
Apple's highest-performance, expandable PostScript laser printer for high-volume workgroup environments.

The Apple Advantage

Great results

Whether your customers choose the ImageWriter® II printer or the Apple LaserWriter® IINTX printer, they can expect excellent printed results for documents ranging from letters and reports to presentations that include sophisticated graphics. And because Apple printers support so many type styles and sizes, users can easily create professional-quality materials with strong visual appeal.

Compatibility

Apple printers are made to be used with all Macintosh® computers* and all Macintosh-based applications. Because Apple provides a truly integrated printing solution for Macintosh systems, customers can be sure that the printer they choose will work with the Macintosh they're using, as well as with any Macintosh they might buy in the future. In addition, four Apple printers—the ImageWriter II, the Personal LaserWriter NT, the LaserWriter IINT, and the LaserWriter IINTX—are compatible with Apple II systems.

Complete, plug-and-play system

Apple printers offer outstanding value because they provide everything Apple customers expect in terms of quality and performance. Every Apple printer comes ready to go to work—it takes just minutes to set up and use. All Apple printers come with a variety of fonts, ample memory to support full-page graphics, and support for all Macintosh applications. There's never a need to buy additional cables, interface cards, special printer drivers, memory, or font cartridges.

Full line of printers

With a family of six printers from which to choose, there's every reason for your customers to decide on Apple when they're looking for a printer for their Macintosh computer. No matter which printer they select—from the Apple ImageWriter II to the Apple LaserWriter IINTX—customers will enjoy the benefits that Apple printers deliver: consistent, outstanding printed results, versatility, long, dependable service, and ease of use.

Stepping Through the Apple Printer Family

Apple ImageWriter II

This versatile dot-matrix printer works with any Apple II or Macintosh computer to produce basic text and graphics. With the optional color ribbon and appropriate software, it also prints in color. The flexible paper-handling features of the ImageWriter II make it easy to work with envelopes, labels, continuous forms, and multipart forms. Users can print up to two-and-a-half pages per minute in draft mode, or choose the near-letter-quality mode for documents with a more professional appearance. With the addition of the ImageWriter II LocalTalk® Option (order number A9B0314), up to 32 users can share a single ImageWriter II printer on an AppleTalk® network system.

Apple StyleWriter

This very affordable laser-quality printer is ideal for people who want a personal printer that delivers great printed results for correspondence and general use. The StyleWriter uses Apple's advanced TrueType™ font technology, which allows users to print text in any type size and a variety of styles. It delivers superior, high-resolution (360 dots per inch) printed results at up to one-half page per minute on average, or up to one page per minute in draft mode. It also lets users print on a variety of materials, including letterhead, envelopes, colored stock, labels, and overhead transparency film. And with its unique, compact design, the StyleWriter fits easily into the smallest work spaces.

Apple Personal LaserWriter LS

The Apple Personal LaserWriter LS printer provides individual Macintosh users entry to the world of professional-quality laser printing. The Personal LaserWriter LS gives customers all of the key advantages of laser printing from Apple, including outstanding printed results, versatile paper handling, and ease of use. It comes with four TrueType font families that can be printed in virtually any size and a variety of styles—for everything from very small footnotes to headlines. The Personal LaserWriter LS gives your customers fast printing (up to four pages per minute), because of its high-speed, 909K-baud serial interface and compression/decompression technology. It comes with a multipurpose tray that accommodates different sizes of paper, envelopes, and labels. Optional paper and envelope cassettes let users print up to 250 sheets of paper or 15 envelopes automatically.

Apple Personal LaserWriter NT

The Apple Personal LaserWriter NT printer offers individuals and small workgroups affordable, high-quality PostScript® laser printing. This compact printer fits neatly into almost any office environment, and comes with built-in networking for Macintosh computers. It offers four-page-per-minute printing capability and comes with 12 font families (37 typefaces) that can be printed in a virtually unlimited range of sizes and styles. The Personal LaserWriter NT is also compatible with Apple II systems.

Apple LaserWriter IINT

This is Apple's midrange networkable PostScript laser printer for individuals and workgroups who are linked through an AppleTalk network system. The LaserWriter IINT features 11 font families (35 typefaces, scalable to any size), offers eight-page-per-minute printing, and can be upgraded to the capabilities of a LaserWriter IINTX simply by exchanging the controller board. It also works with Apple II systems.

Apple LaserWriter IINTX

The Apple LaserWriter IINTX is Apple's highest-performance, expandable PostScript laser printer for individuals or workgroups. It's an excellent choice for people in a large network or people who need to produce sophisticated graphics. Because it uses an advanced, Motorola 68020 processor, the LaserWriter IINTX prints documents up to four times faster than the IINT. The LaserWriter IINTX also comes with networking capabilities built in, can be expanded to 12 megabytes of RAM, and can support a hard disk for storing more fonts. It comes with 11 font families (35 typefaces) that can be printed in any size and a variety of styles. It is also compatible with Apple II systems.

* The StyleWriter requires a Macintosh with at least one MB of RAM and System Software 6.0.7 or later. The Personal LaserWriter LS requires a Macintosh with at least one MB of RAM, a hard disk, and System Software 6.0.7 or later.

The Apple Printer Family and Competitive Systems

Model	Resolution	Print Speed	Paper Handling	Standard Fonts	Language	Controller	Interface	The Apple Advantage
Apple ImageWriter II	160 dpi	1/2 ppm	Single sheet and tractor feed	System fonts	QuickDraw™	None	Serial, optional LocalTalk	Apple ImageWriter II advantage: more affordable, designed for the Macintosh
GCC Write Impact	180 x 360 dpi	1/2 ppm	Single sheet and tractor feed	22 scalable	QuickDraw	None	Serial	
Apple StyleWriter	360 dpi	1/2 ppm (best) 1 ppm (draft)	50 sheets standard	13 scalable TrueType fonts	QuickDraw	Proprietary ASIC	Serial	Apple StyleWriter advantage: TrueType fonts, high resolution, designed for the Macintosh
HP DeskWriter	300 dpi	1 ppm (best) 2 ppm (draft)	100 sheets standard	13 scalable	QuickDraw	None	LocalTalk	
GCC WriteMove	192 dpi	1/2 ppm (best) 1 ppm (draft)	Single sheet and tractor feed	22 scalable	QuickDraw	None	Serial	
Canon BJ-10e	360 dpi	1/2 ppm (best) 1 ppm (draft)	Single-sheet manual feed	2 nonscalable	QuickDraw-to-Proprinter conversion using JetLink Express	None	Serial-to-parallel conversion using JetLink Express and ParaLink Express	
Apple Personal LaserWriter LS	300 dpi	4 ppm	50 sheets standard; 250 sheets optional	13 scalable TrueType fonts	QuickDraw	Proprietary ASIC	High-speed serial	Apple Personal LaserWriter LS advantage: TrueType fonts, ease of setup and operation, more affordable, designed for the Macintosh
HP LaserJet IIP (with third-party software)	300 dpi	4 ppm	50 sheets standard; 250 sheets optional	13 nonscalable	QuickDraw (with ESI JetWriter board or third-party printer driver)	68000	Serial	
GCC PLP II	300 dpi	4 ppm	200 sheets standard	22 scalable	QuickDraw	None	SCSI	
Apple Personal LaserWriter NT	300 dpi	4 ppm	50-sheet tray and 250-sheet cassette standard	37 scalable	PostScript	68000 with coprocessor	LocalTalk, serial	Apple Personal LaserWriter NT advantage: built-in coprocessor, guaranteed compatibility, true Macintosh integration
HP LaserJet IIP (with optional HP equipment)	300 dpi	4 ppm	50 sheets standard; 250 sheets optional	35 scalable (with optional PostScript cartridge and additional RAM)	PostScript	68000	LocalTalk (with optional AppleTalk interface)	
QMS-PS 410	300 dpi	4 ppm	50 sheets standard; 250 sheets optional	45 scalable	PostScript	68020	LocalTalk, Centronics, serial	
NEC 90	300 dpi	6 ppm	250 sheets standard	35 scalable	PostScript	68000	LocalTalk, Centronics, serial	
GCC BLP II	300 dpi	4 ppm	200 sheets standard	35 scalable	PostScript	68000	LocalTalk, Centronics, serial	
Apple LaserWriter IINT	300 dpi	8 ppm	200 sheets standard	35 scalable	PostScript	68000	LocalTalk, serial	Apple LaserWriter IINT advantage: Guaranteed compatibility, true Macintosh integration, upgradable to the Apple LaserWriter IINTX
HP LaserJet III	300 dpi	8 ppm	200 sheets standard	35 scalable (with optional PostScript cartridge and additional RAM)	PostScript	68000	LocalTalk (with optional AppleTalk interface)	
QMS-PS 810	300 dpi	8 ppm	200 sheets standard	35 scalable	PostScript	68000	LocalTalk, Centronics, serial	
GCC BLP IIS	300 dpi	8 ppm	200 sheets standard	35 scalable	PostScript	68000	LocalTalk, Centronics, serial, SCSI	
Apple LaserWriter IINTX	300 dpi	8 ppm	200 sheets standard	35 scalable	PostScript	68020	LocalTalk, serial, SCSI	Apple LaserWriter IINTX advantage: more affordable, guaranteed compatibility, Apple quality and reliability
QMS-PS 810 Turbo	300 dpi	8 ppm	200 sheets standard	39 scalable	PostScript	68020	LocalTalk, Centronics, serial	
NEC 890 XL	300 dpi	8 ppm	Two 200-sheet trays	35 scalable	PostScript	68020	LocalTalk, Centronics, serial	

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